

## NEW PRODUCTS WEB SHOWCASE

### Resources for Urban & Community Forestry

### Planning the Urban Forest: Ecology, Economy and Community Development



#### Instant Meeting Telephone Details:

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USA Toll Free Number: 800-369-1916

Participant Passcode: DBLONIARZ

#### Instant Net Web Conference Details:

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<http://www.mymeetings.com>

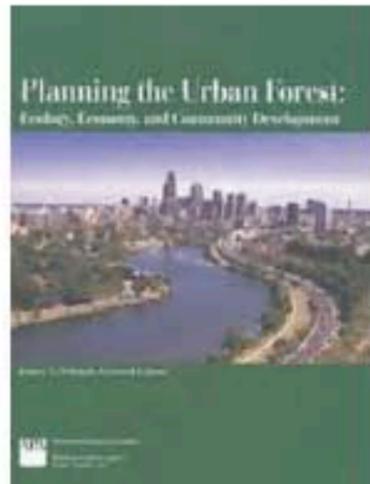
Meeting Number: PW5665276

Meeting Passcode: DBLONIARZ



MARCH 10, 2009  
1:00 PM EASTERN

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## Planning the Urban Forest: Ecology, Economy and Community Development

Please join us on March 10 at 1:00 ET in a one-hour webinar to learn about a far-reaching new publication available from the American Planning Association. The culmination of a three-year research project, *Planning the Urban Forest: Ecology, Economy and Community Development* is a best-practices manual and a potential college level text book about integrating urban forestry into municipal planning activities.

This report, prepared by the American Planning Association (APA) in collaboration with the International Society of Arboriculture (ISA) and American Forests (AF), and supported by the U.S. Forest Service, addresses the need for planners to adopt a green infrastructure approach and presents guidelines for incorporating trees into the planning process.

Presenters include the co-authors James Schwab (APA) and Cheryl Kollin (AF) with Phillip Rodbell of the Forest Service.

Urban forests provide enormous environmental, social, and economic benefits. In addition to aesthetics, urban forests conserve natural ecosystems and sustain clean air and water. They reduce stormwater runoff, cool the urban heat island, reduce air pollution, and provide wildlife habitat. Yet the tree canopy in many U.S. metropolitan areas has declined significantly over the last few decades due to increased urbanization.

The solution is far more complex than planting more trees, however. Urban forestry professionals and advocates must maximize green infrastructure (the natural environment) while reducing the costs of gray infrastructure (the built environment). While both are important, communities that foster green infrastructure are more livable, produce fewer pollutants, and are most cost-effective to operate.

This webinar will give an overview of the publication and delve into the recommendations and case studies provided. For additional information, see the following website: <http://www.planning.org/research/forestry/report.htm>

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